

trekwest
tailored hiking tours



photo @liam_edward_brennan @qldtourism

TREKWEST CASE STUDY

Founded in 2017 by Shelly Hawkins, Trekwest creates personalised hiking experiences that result in lifelong memories. Trek West caters for those who want to go beyond the normal and discover the remote heart of Australia while enjoying great conversation, gourmet food and gentle exertion while refreshing the mind and body.



Challenge

trekwest's early market overtures were well received, but in order to maximise this destination tourism product's business potential, development of a promotional strategy, yield management principles and clever brand definition was required.



Solution

Molto Bene delivered a comprehensive Target Market Analysis and Pipeline strategy, a Brand and Value Proposition Toolkit and a detailed, yet easy to execute promotional strategy and calendar that set trekwest up for sustainable success.



Benefits

trekwest has enjoyed triple digit growth in the last 18 months and there is a 12 month waiting list for trek bookings. Trekwest has been prominently featured in the Qantas Magazine, various Tourism Queensland publications, the RMWilliams Magazine and Queensland Outback Tourism publications.

WHAT SHELLY SAYS



"From the day Serena and I met at a Tourism marketing event, I knew I wanted to work with her. She is so knowledgeable about our industry and committed to finding great ways to showcase our product to people who matter. She's honest, smart AND great fun. So happy to recommend Molto Bene to anyone looking for sensible, practical advice that works!"

SHELLY HAWKINS

trekwest

MOLTO BENE

To learn more about how we can help you achieve your goals, contact:

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